

**SYSTEMS AND METHODS FOR USER-CONSTRUCTED HIERARCHICAL INTEREST  
PROFILES AND INFORMATION RETRIEVAL USING SAME****ABSTRACT**

Systems and methods for delivering Web content are provided. The systems and methods  
5 include a mechanism for providing interest data that may be applied to filter Web content at the  
provider side. A hierarchical data set of user-identified interests is received from the user's Web  
client. The hierarchical data set is parsed, and responsive thereto, one or more keyword attribute  
values are extracted from the hierarchical data set. The extracted keyword values are applied to  
filter content for delivery to a requesting Web client.

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